

West Midland Reserve Forces & Cadets Association (RFCA)

Employer Engagement Administrative Officer (EEAO)

Job Description



Appointment Details

Job Title: Employer Engagement Administrative Officer (EEAO)

Pay Band: E1

Department: Engagement

Reports to: Defence Relationship Manager

Job location: Tennal Grange, Tennal Road, Harborne, Birmingham B32 2HX

1. Overview

The EEAO will work 37 hours per week to support the Defence Relationship Manager (DRM's) and the Head of Engagement to further the Government's objectives at regional level. The principal output is to assist in creating the environment which will encourage employers to support Reservists from the three Single Services to meet Defence Requirements.

2. Tasks and Responsibilities

- a. Responsible for the West Midlands Employment Engagement (EE) support and Defence Relationship Management (DRM) data update, data collection and events support.
- b. Support the Defence Relationship Managers in the preparation, issue and deliver effective Employer Engagement (EE)/Employer Support (ES).
- c. Support the the Relationship Managers with the Delivery of EE against SLA and Measurable effects on regional key accounts.
- d. Support the Head of Engagement in the preparation, issue and delivery of wider engagement and Employer Engagement issues including the Regional Engagement Board and Engagement Sub-Committee.
- e. Maintaining telephone, email and post contact with units, Reservists, RFCA personnel, DRM personnel and employers. Assisting with the development and administration of engagement events.
- f. Administering meetings by:
 - Sending out invitations from a prepared list.
 - Collating attendance.
 - Booking and preparing the boardroom or other meeting room.
 - Ordering the appropriate messing if required.
 - Booking individuals into the meeting.
 - Provide support throughout the meeting and take minutes as required.
 - Clear up after the meeting.
 - Draft Records of Decisions.
- g. As requested, take accurate, comprehensive minutes of meetings, and send them to relevant persons, within one week of the meeting.

- h. Amend Salesforce as directed by the response form (new contact personnel, new email addresses, staff changes, etc):
 - Logging the responses against the appropriate Campaign for later statistical evaluation.
 - Scanning the document and attaching to Salesforce.
 - Updating Salesforce with returned mail: researching for new contact person, researching organisation if closed/moved.
- i. Maintaining employer records (accounts) on Salesforce (or any other bespoke database selected in the future) including:
 - Researching new employers and personnel,
 - Preparation of introduction packs sent to new organisation,s
 - Researching organisation Standard Industry Codes (SIC) and employee size,
 - Upkeep of accounts including: ceased trading, new contact personnel, change of address and/or name, researching parent accounts and hierarchy.
 - Internet research to capture email addresses and improve accuracy of account data.
 - Preparing campaigns for events, mailings, etc.
 - Preparing reports by filtering data per specific requirements.
 - Adding organisation personnel to campaigns and monitoring attendance to events.
- j. Maintaining employer support on Salesforce:
 - Maintaining support status changes on Salesforce (from unqualified support, engaged to confirmed).
 - Maintaining details of employers signing the Armed Forces Covenant (AFC).
 - Attaching a copy of the signed Covenant to Salesforce.
- k. Assisting the Defence Relationship Managers to select organisations to receive Silver and Gold Awards for support by:
 - a. Silver ERS Board**
 - Assist at any Silver ERS workshops.
 - Maintain expression of interest and full submissions.
 - Prepare individual files for presentation to the Board.
 - Administer the Board throughout the process.
 - Prepare results for the Board Chair.
 - b. Silver ERS Awards Event**
 - Assist in the awards presentations.
 - Prepare thank you letters for the Chief Executive's signature.
 - c. Gold ERS Support**
 - Assist at any Gold ERS workshops.
 - Maintain expression of interest and full submissions.
 - Support the Gold ERS Awards event.
- l. Verify and update contact information on a regular basis to ensure the validity of the data.
 - Upkeep of employer and contact details relating to support.

- Performing data cleanse exercises triggered internally or externally.
- m. Follow up on Employer Engagement activity by:
 - Updating measures of effect (MOE) activity.
 - Create a Salesforce account.
 - Registering AFCs with DRM and file the signed AFC copy.
- n. Produce spreadsheets and briefing statistics as required.
 - Salesforce reports and statistics.
 - Assisting the Relationship Managers with statistics for RFCA and DRM reports, including number of invitations and attendees at events.
 - Extraction of data sets as and when required for internal and external requests.
- o. Log activity, events meetings and outcomes with employers on Salesforce.
- p. Support the tri-service employer notification process.
- q. Support Armed Forces Covenant signings by:
 - Preparing the AFC.
 - Setting the signing table and ensuring the correct layout is made.
 - Ensure signee has a signed copy of the AFC to keep.
- r. Support data analysis on behalf of the Defence Relationship Managers.
- s. Undertake mail merging and mailings as required.
- t. Support Defence Relationship Managers with DRM and RFCA Employer Engagement event management:
 - Identifying potential invitees from Salesforce.
 - Preparing invitations for mailing/emailing.
 - Acknowledging responses.
 - Confirm final attendance list.
 - Updating the Salesforce campaign to track who has attended events.
 - Maintaining the attendee list with names of guest(s), vehicle details, dietary and access requirements.
 - Liaison with the Defence Relationship Manager and event organiser.
 - Preparation of joining instructions, including maps and mail to attendees.
 - Preparation of draft citations and information text about the organisations receiving awards.
 - Preparation of name badges for guests and hosts, as required.
 - Liaison with PR consultant and photographer.
 - E-mail reminder 24 hours prior to the event.
 - Final attendee lists to organisers and Defence Relationship Managers.
- u. Maintaining Reservist data on Salesforce:
 - Liaise with units for Reservist and employer information.
 - Maintenance of Reservist details on Salesforce.
 - Linking Reservist to employer details (new and changes) using the monthly JPA update from DRM.
 - Creation of new employer records and contact personnel on Salesforce.

- Flagging Reservists who are no longer serving and amending the employer details accordingly.
 - Liaison with other regions' employer details and transfer of details on Salesforce.
- v. Liaise with external agencies and employers.
- w. Any other duties as are commensurate with the post.

3. Regional Specific Additional Tasks

- a. Be prepared to undertake other tasks as directed by the Defence Relationship Manager or Head of Engagement specific to your region which might include:
- In consultation with line manager, support the Head of Engagement with administrative tasks as required.
 - Attend the RFCA stand at Expo's and other promotional events.

4. Competences Required for the Post

a. Essential Competences.

- ii. Computer literate with a good working knowledge of Word, Excel, Powerpoint and have the ability to produce and manipulate work sheets.
- iii. An excellent telephone manner.
- iv. Organised and methodical with attention to detail.
- v. Ability to prioritise tasks.
- vi. Good communication and interpersonal skills.
- vii. Friendly and personable office manner.
- viii. Possess a positive winning attitude.

b. Desirable Competences.

- i. Understanding of the Reserve / Regular / Cadet military environment.
- ii. Experience of event planning and management.
- iii. Understanding of CRM Database (Salesforce preferred).

5. Other Requirements

- a. Comply at all times with RFCA health and safety policies, staff regulations and procedures, and data protection.
- b. Perform any other duties (appropriate for the grade) as directed by the line manager in accordance with departmental priorities and staff availability, or as required due to changes in technology.
- c. This Job Description may be subject to change and will be reviewed in July 2025.